

Communicate Knowledge

Goals

The Communicate Knowledge (CK) process facilitates the distribution of information on NASA's missions and discoveries. It insures increased public understanding of science and technology, promotes the application of NASA-generated information, and inspires achievement and innovation. The process insures that knowledge derived from NASA research programs is available to meet the specific needs and interests of constituent groups. It begins at the inception of a research project and increases in intensity as the effort reaches maturity to insure the appropriate delivery, archiving, and future convenient access of all research results. The goal of the Communicate Knowledge Process is to insure that information derived from NASA's research efforts is distributed in a useful, timely, and reliable manner.

The Objectives described in the NASA Strategic Plan for this cross-cutting process are:

- **Highlight existing and identify new opportunities for NASA's customers, including the public, the academic community, and the Nation's students, to participate directly in space research and discovery experience**
- **Improve the external constituent communities' knowledge, understanding, and use of the results and opportunities associated with NASA's programs**

Performance Measures

The Agency has defined 4 Target areas for CK for Fiscal Year 2001. Each Target has specific indicators that will provide a quantitative manner to show performance. The targets are listed below:

- Convey information about, and knowledge generated by NASA's programs, to the public Target 1CK1
By maintaining an exhibits loan service, a fine-arts program, and by providing live satellite interviews with astronauts, program managers, and other Agency officials, NASA hopes to expose more people to the activities of the Nation's Aeronautics and Space programs. Through increased availability of documentation and digital images, the agency will provide scientists and the public greater access to NASA generated knowledge.
- Assist the public and customers to locate and retrieve information on, or that has been generated by, a NASA program. Target 1CK2
Improve NASA's service to the public who use the Scientific Technical Information and the NASA Image Exchange Help Desks and increased utility of the NASA world wide web pages in terms of capacity and ease of locating areas of interest – based on the public's demand.
- Facilitate the transfer of NASA generated technology and innovations to private industry. Target 1CK3
Increase the opportunities for transferring technology from NASA to private industry and the public, through the Internet using the TechTracS database and by producing a series of technology publications.
- Support educational excellence and reach out to the underserved and underrepresented minority community. Target 1CK4
Through the exposure of students in grades kindergarten through high school, NASA expects to generate more interest in space, aeronautics, and science for the next generation of the American workforce. We will accomplish this through direct interface with

students, their teachers and the school faculty; increasing the number of sites that offer science and engineering curriculum to the underrepresented and minority students; and increasing the involvement of minority universities through sponsored research projects.

The Agency is in the process of reviewing and modifying this cross-cutting process. Any changes will be reflected in the FY02 or FY01 revised final plan.

Communicate Knowledge FY 01 Performance Plan

<u>Strategic Plan Goal</u>	<u>Strategic Plan Objective</u>	<u>FY01#</u>	<u>Targets</u>	<u>FY 01 Indicators</u>
Ensure that NASA's customers receive the information derived from the Agency's research and development efforts that they want, when they want it, for as long as they want it.	<ul style="list-style-type: none"> Highlight existing and identify new opportunities for NASA's customers, including the public, the academic community, and the Nation's students, to participate directly in space research and discovery experience 	1CK1	Convey information about, and knowledge generated by NASA's programs, to the public	By maintaining an exhibits loan service, a fine-arts program, and by providing live satellite interviews with astronauts, program managers, and other Agency officials NASA hopes to expose more people to the activities of the Nation's Aeronautics and Space programs. Through increased availability of documentation and digital images, the agency will provide scientists and the public greater access to NASA generated knowledge.
		1CK2	Assist the public and customers to locate and retrieve information on, or that has been generated by, a NASA program	Improve NASA's service to the public who use the Scientific Technical Information and the NASA Image Exchange Help Desks and increased utility of the NASA world wide web pages in terms of capacity and ease of locating areas of interest – based on the public's demand.
	<ul style="list-style-type: none"> Improve the external constituent communities' knowledge, understanding, and use of the results and opportunities associated with NASA's programs 	1CK3	Facilitate the transfer of NASA generated technology and innovations to private industry	Increase the opportunities for transferring technology from NASA to private industry and the public, through the internet using the TechTracs database and by producing a series of technology publications.
		1CK4	Support educational excellence and reach out to the underserved and underrepresented minority community	Through the exposure of students in grades kindergarten through high school, NASA expects to generate more interest in space, aeronautics, and science for the next generation of the American workforce. We will accomplish this through direct interface with students, their teachers and the school faculty; increasing the number of sites that offer science and engineering curriculum to the underrepresented and minority students; and increasing the involvement of minority universities through sponsored research projects.

Communicate Knowledge - FY01	Budget Category						
		HEDS	Aero-Space Technology	Space Science	Earth Science	Academic Programs	Research & Program Management
Performance Target							
Convey information about, and knowledge generated by NASA's programs, to the public (1CK1)							X
Assist the public and customers to locate and retrieve information on, or that has been generated by, a NASA Program (1CK2)							X
Facilitate the transfer of NASA generated technology and innovations to private industry (1CK3)			X				
Support educational excellence and reach out to the underserved and underrepresented minority community (1CK4)		X	X	X	X	X	